

NEWS BRIEFS

CFDA, Burberry, Tesla and Gucci – News briefs

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Burberry unveils a new monogram. Image credit: Burberry

By STAFF REPORTS

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Today in luxury:

[CFDA taps Hong Kong entrepreneur Adrian Cheng as first global ambassador](#)

In a major move for East-West fashion relations, Adrian Cheng, the Hong Kong-based founder of K11 Group and C Ventures, has been named the first CFDA global ambassador with the mandate to help emerging and established American designers expand their international businesses, says Women's Wear Daily.

[Click here to read the entire story on WWD](#)

[Behind Burberry's big bet on its new monogram](#)

Burberry's latest campaign, featuring a gender-morphing Gigi Hadid, wearing pyjama pants, a camera bag and other items covered in the brand's new monogram, was more than a fashion statement, says Business of Fashion.

[Click here to read the entire story on BoF](#)

[Tesla opens orders for made-in-China Model 3, lowers price](#)

Tesla Inc. started taking orders for Model 3 cars to be made in China, lowering prices for the vehicle as it seeks to double down on a market it expects to drive future growth and revenue, says Bloomberg.

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[With a uterus dress, Gucci makes a pro-choice statement on cruise 2020 fashion line](#)

Gucci is no stranger to controversy, nor is it wary of taking a political stance. This week, the fashion house welcomed both with its latest runway show.

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